

THE ALMOST-COMPLETE

Version 1.0

# iBooks Author Introduction



Joe Wood and Burt Lo

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# Foreword

*“The best way to become acquainted with a subject is to write a book about it.”*

*-Benjamin Disraeli*

What better way to support an iBooks Author workshop, than to provide you with an interactive book that contains (what we hope) is useful information for you to create your own books. Over the course of the next few hours we hope to provide you a solid introduction to iBooks Author along with the opportunity to create and publish your own digital text.

## **Digital Writing & Common Core Standards**

### ***They use technology and digital media strategically and capably***

*“Students employ technology thoughtfully to enhance their reading, writing, speaking, listening, and language use. They tailor their searches online to acquire useful information efficiently, and they integrate what they learn using technology with what they learn offline. They are familiar with the strengths and limitations of various technological tools and mediums and can select*

*Portraits of College & Career Ready Students Common Core ELA Standards pg. 7*

While iBooks Author is an amazingly powerful tool in its own right, it is important to acknowledge that the work in which you are engaging directly supports the **Common Core State Standards for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects**. With the implementation of Common Core, the use of technology is no longer a

supplemental activity. It is a core component of being a literate 21st Century citizen. As a result, technology integration in the classroom must be seamless and purposeful.

The use of iBooks Author for digital writing is a great example of this thoughtful blend of literacy and multimedia. Whether students and teachers are publishing as part of Writing Workshop or constructing a content-area project each of this tool can help them demonstrate their thinking through text, images, video, audio, interactive graphics, and web links. Similarly you can develop curriculum materials, parent handbooks, and employee manuals with the same multimedia features.

### **iBooks Author Facilitators**

Joe Wood



Joe Wood has been an educator for almost a decade. When he first started teaching he wasn't completely sure how to connect his computer to the one projector his entire school site shared, but within a few years he found cell phones, laptops, and MP3 players to be critical learning tools in his classroom.

Currently, Joe is an Instructional Technology Integration Specialist with San Juan Unified School District. In this role Joe provides coaching support to teachers in all grade levels in the areas of technology integration and digital literacy. Prior to working in Technology Services, Joe was a technology

coach and middle school science teacher in San Juan Unified and Sylvan Union school districts.

Joe also works with the National Writing Project and Area 3 Writing Project at UC Davis as a teacher consultant and staff developer. His areas of interest are content-area writing, multimedia text, and the links between digital writing and the Common Core State Standards. His work appears on **NWP's Digital Is**, as well as on his own blog, **JoeWoodOnline**. Joe is the treasurer for CapCUE and can be found on Twitter (@ucdjoe).

Burt Lo



In addition to being a lifelong learner, Burt Lo's educational journey has included stops as a middle school teacher, an educational technology professional development coordinator with the California Technology Assistance Project, and a director of instructional technology and assessment for a K-6 school district.

Currently, he is the Manager of Instructional Technology and Online Learning with the Santa Clara County Office of Education. In addition to presenting about technology tools that enhance education, Burt looks for hobbies and activities that integrate technology. One of these hobbies, geocaching, also became a book project, **GPS and Geocaching in Education**.

You can continue to keep up with Burt on Twitter (@trubol) or online at [www.burtlo.com](http://www.burtlo.com).



# Parts of an iBook

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Interactive iBooks can contain information in a variety of formats, including text, images, audio, video, presentations, and even review activities. The sections in this chapter include examples of these elements and guides for adding these types of media into your own interactive books.



# Creative Commons & Text



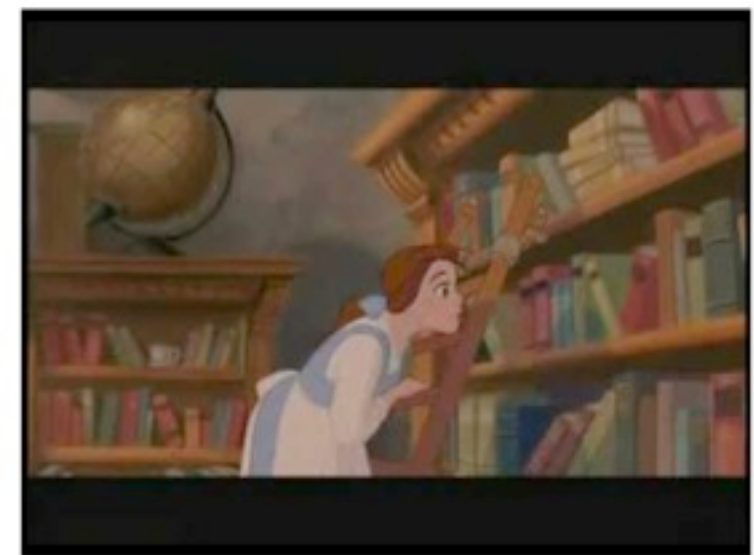
## SECTION HIGHLIGHTS

1. Copyright & Fair Use
2. Considering Creative Commons
3. Text can be pasted from multiple formats

One of the great aspects of iBooks Author is that it allows you to integrate a variety of content into your digital book. Your file can contain text, images, hyperlinks, video, Keynotes, and interactive graphics. However, this leads to the ultimate question, “Where do I find all this stuff?”

First of all, its important to remember that your digital text, like any other multimedia creation, falls under Copyright and Fair Use Guidelines. While it might be convenient to simply grab some text from a website or snag a photo from Google Images, more than likely doing so will ensure you have created a copyright violation. More detailed information about Copyright and Fair Use can be found in [Circular 21](#) published

### Interactive 1.1 A Fair(y) Use Tale



Clicking on the image above will launch A Fair(y) Use Tale on YouTube. The video was created by Erik Faden at Bucknell University.

by the United States Copyright Office or through educational institutions, such as [Stanford University Library's Copyright and Fair Use portal](#). Additionally, Professor Erik Bucknell created the above informative and slightly [famous video](#), Fair(y)Tale on Copyright and Fair Use.



### Creative Commons

While thinking about copyright and fair use can quickly become overwhelming, in recent years many creators have fortunately published their

content for use through [Creative Commons Licensing](#). By doing this they are able to maintain ownership of their work, but provide opportunities for other creators to use their material with certain restrictions identified by the creator. For example, they may require that their work be used only in non-commercial publications and that you provide attribution. Through Creative Commons licensing you will



be able to find text, images, video, and other content to use in your digital publications. One of the simplest methods for quickly finding Creative Commons licensed content is through the use of the [Creative Commons search tool built directly into Firefox](#).

### Finding Text

While you can often find text that falls under Fair Use Guidelines, chances are that the text you will incorporate into your book will be your own writing. Perhaps it already exists in a PDF, Word document, or some other source. One of the handy features of iBooks Author is that it automatically formats pasted text to the theme you have chosen. Any hyperlinks, special fonts, or additional text features will automatically be removed. This will save an immense amount of time as you will not be stuck reformatting text. Should you need to retain the formatting from your original document, iBooks Author also contains a Paste & Retain Style option.

If you are searching for text that has already been created you might consider some of the open-source digital textbook initiatives, such as [CK-12 Flexbook](#). Depending on the book you wish to publish many of these resources may provide Creative Commons licensed content for you to use. The California Learning Resources Network (CLRN) reviews free digital textbooks and maintains [an on-going list aligned to California Content Standards](#).

# Images



### SECTION HIGHLIGHTS

1. Drag and Drop Images
2. Interactive Images
3. Image Galleries
4. Searching for Images

*“A picture is worth a thousand words.”*

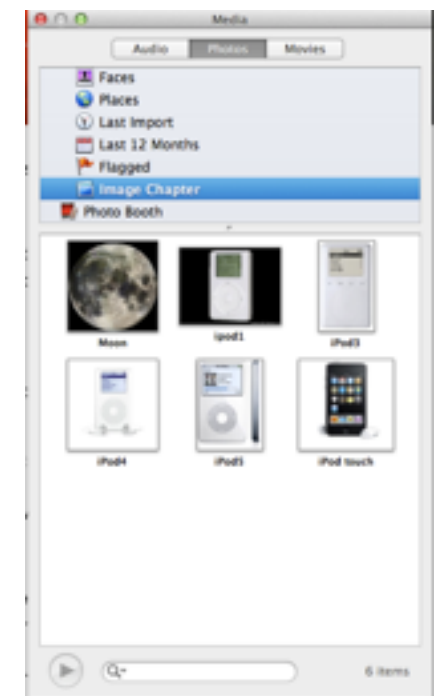
*-Napoleon Bonaparte*

iBooks Author provides you with the opportunity to enhance student understanding of concepts by adding a variety of image styles. These images can be created by you and your students or taken from copyright-friendly websites online. Options for including images include Drag and Drop photos, Interactive Images, and Image Galleries.

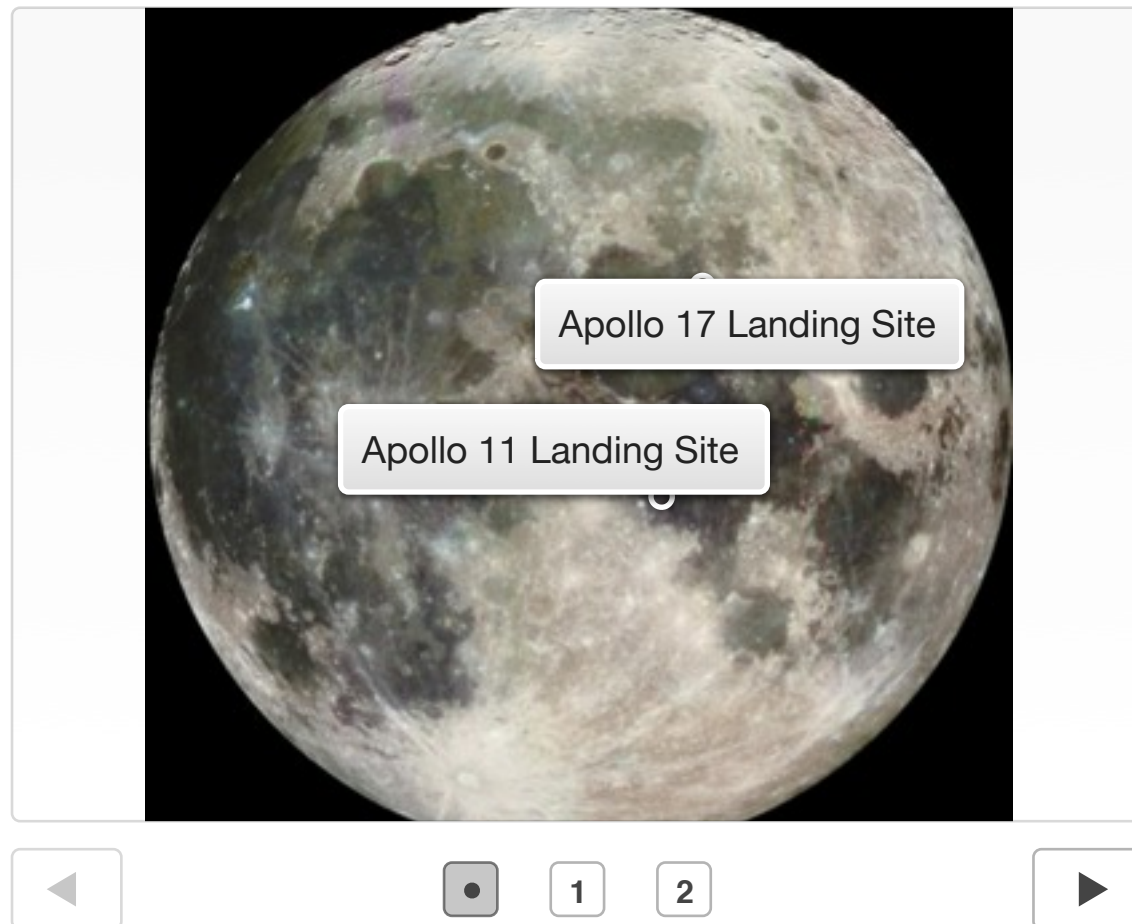
### Drag and Drop Images

Part of the ease of iBooks Author is the Drag and Drop interface. Any image that is stored on your computer can be dragged and dropped onto a page in iBooks Author to illustrate your point.

Of course, Apple has integrated its own software into the iBooks Author workflow. You can keep your books images organized together in albums in iPhoto and then use the Media browser in iBooks Author to drag and drop images into your book.



**Interactive 1.2** Is the Moon made of green cheese? Zoom in on this image to find out...



### Interactive Images

Beyond simply inserting an image into a book, the iBooks Author Interactive Image widget creates the opportunity for you to add images that are clickable. Beyond simply allowing students to move around an image, you can select key areas of images that you would like students to know more about, and add image markers for students to study.

### Image Galleries

Sometimes you will want to support a concept with more than a single image. When one picture is not enough, iBooks Author provides you with the Gallery widget, so that you can include multiple images to support a topic, but not have to take up several pages with pictures. The gallery provides an interface so students can click through a series of pictures, and provides

#### Gallery 1.1 The iPod through the Ages



*The first generation iPod was simply a hard drive with controls for playing audio files.*



teachers with space to include captions for each image.



## Finding Images

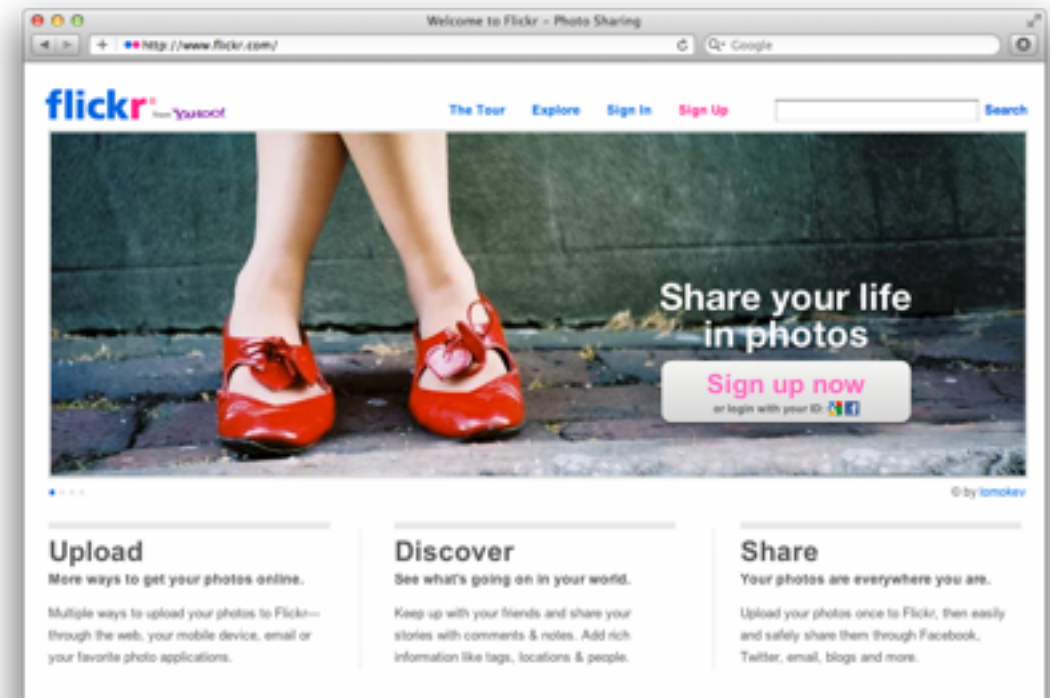
The [Creative Commons Search tool](#), along with [Flickr](#) are great resources for finding images to use in your publication. Flickr provides an [Advanced Search page](#) where you can limit your search to only photos that are Creative Commons licensed. Depending on the topic for your digital book, the United States Federal Government also has some useful photo resources including the [US Government Photo & Images portal](#), [NASA Featured Images & Gallery](#), and the [Library of Congress Digital Collections](#). There are many other sources where you and your students can easily find images to use in your projects. For example, Alan Levine has a great collection of sources in the [Find Some Media](#) section of his [50+ Ways to Tell a Digital Story website](#).

Finally, we should never forget that many of us, including our students, actually have cameras

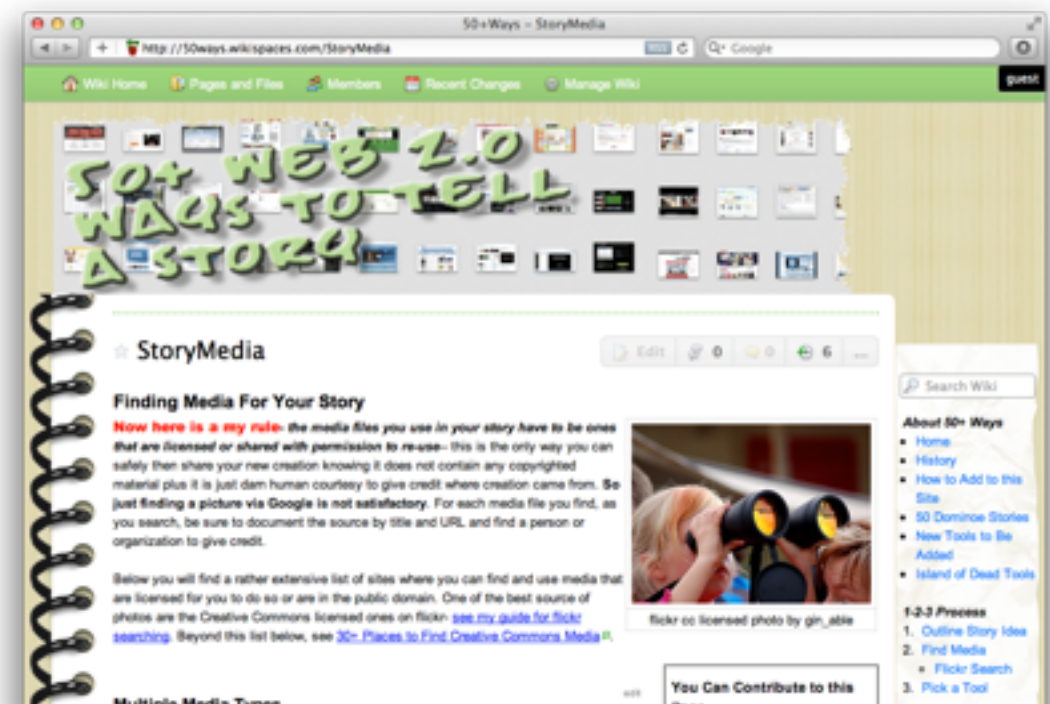


iPhone Camera by [Nico Kaiser on Flickr](#) with CC BY 2.0 License

sitting in our pockets. Your own photo will almost always communicated your idea better than anything you can find online.



Flickr Website



50 Ways to Tell a Digital Story - Media Page



### SECTION HIGHLIGHTS

1. Audio clips must be in .m4a format
2. Convert audio clips with QuickTime Player
3. Record audio clips with QuickTime Player

*“Words represent your intellect. The sound, gesture and movement represent your feelings.”*

*-Patricia Fripp*



Photo: [Student iPad School #147 by Brad Flickinger on Flickr CC BY 2.0](#)

There are several reasons that you might entertain the idea of including audio in your iBook. First and foremost, you may consider recording a classroom lesson so that it can be reviewed by students, or their parents. Second, you might like to include a famous speech or recording as part of a current events or historical unit in your iBook. Finally,

the audio tool can be a powerful resource for having your students explain their thinking on a particular concept.

## Audio 1.1 Ed Tech Classroom Podcast - Episode 8



*Episode 8 - Joe & Burt talk about classroom projects with digital images.*

Regardless of the reason, one of the most important facts to remember about adding audio is that the file must be in AAC format, which means the file name must end with .m4a.

Unfortunately, the technical process for converting an audio file into the AAC format is more complicated than simply renaming the file. The most common file format for audio is probably MP3. To convert a MP3 file for iBooks, open the file with QuickTime Player, then export the file in the “Audio Only” format. The resulting file from QuickTime Player can be dragged and dropped into iBooks Author. When viewed in iBooks, the audio clip will include a volume control and playback control so that the reader can rewind and fast forward through your audio clip.

If you would like to create your own audio clip for your iBook, QuickTime Player will also fit your needs. After starting QuickTime Player, select “New Audio Recording,” then click on the red dot to start recording and the black square to stop recording. The final step will be to export the file in the “Audio Only” format. The finished file from QuickTime Player can be dragged and dropped into iBooks Author.





### SECTION HIGHLIGHTS

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1. Videos must be in .m4v format
2. Convert video clips with QuickTime Player
3. Record video clips with QuickTime Player
4. Find videos online
5. Create videos with your cell phone or iPad

There are several reasons that you might wish to include video in your iBook. First and foremost, you may need a video to complete a classroom lesson. For example, you might be teaching a science lesson, but due to time constraints or lack of materials, not be able to conduct the experiment in the classroom. If you have a video of the experiment, you can embed the video into your iBook. Second, you might find a video that compliments your lesson and feel that it would benefit the students to have access to the video as they review your lesson. Please keep in mind, video files are generally large files. When you add videos to iBooks Author, it will not be uncommon to end up with a book that is a Gigabyte or larger in size. If you (or a close friend or relative) are familiar with professional video encoding software, such as Adobe Media Encoder, there are methods for shrinking the file size. It might be worth asking your students if any of them have experience with these types of tools.

Regardless of the reason, one of the most important facts to remember about adding video is that the file must be in H.264 format, which means the file name must end with .m4v. To convert most video files for iBooks, open the file with QuickTime Player, then export the file in the “iPad, iPhone 4, and Apple TV” format. The resulting file from QuickTime Player can be dragged and dropped into iBooks Author. When viewed in iBooks, the video clip will include a volume control

and playback control so that the reader can rewind and fast forward through the video.

If you would like to create your own video clip for your iBook, QuickTime Player will also fit your needs. After starting QuickTime Player, select “New Video Recording,” then click on the red dot to start recording and the black square to stop recording. The final step will be to export the file in the “iPad, iPhone 4, and Apple TV” format. The finished file from QuickTime Player can be dragged and dropped into iBooks Author.

## Finding Video

While many of us have powerful video production tools (that also happen to make phone calls) sitting in our pockets, there are resources for finding video online. Both Flickr Advanced Search and Creative Commons provide options for restricting your searches to only video content. Additionally, governmental institutions, such as NASA provide video content that can be used in your publications through sites, such as the [NASA Multimedia Video Gallery](#). If you teach history or social science, a great resource for finding historical video is the [Library of Congress Digital Collections website](#). And don't forget - your iPhone, iPod Touch, or iPad can also generate great video through the use of apps like [iMovie](#), [Sonic Pics](#), and [Educreations](#). Educreations, for example could allow you to easily insert screencasts into your digital texts.



Photo: [Student iPad School 104](#) by Brad Flickinger on Flickr - CC BY 2.0

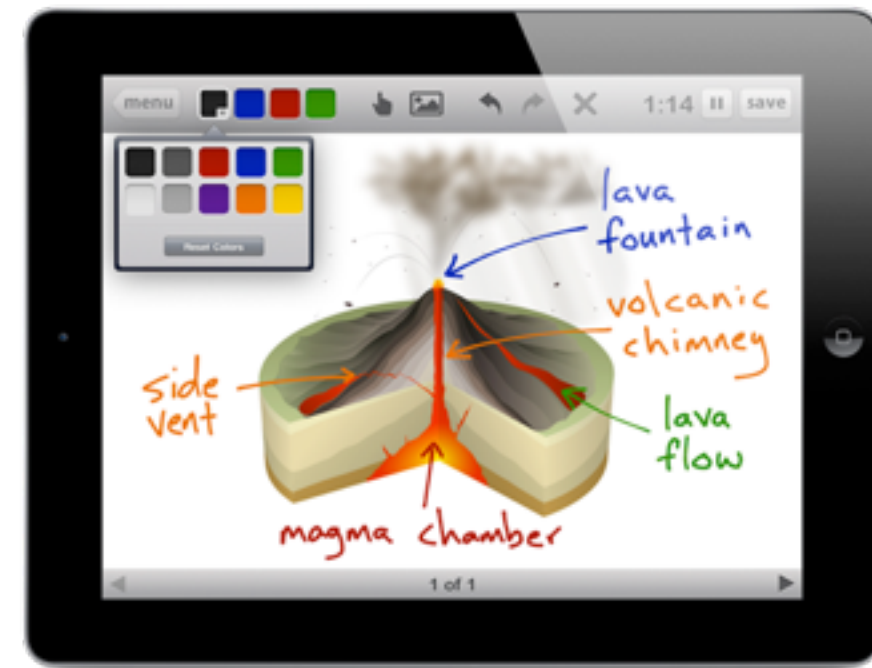


Photo: [Educreations App Screenshot](#)

# Other Media



## SECTION HIGHLIGHTS

### 1. Embed Keynote presentations

*“If your words or images are not on point, making them dance in color won’t make them relevant.”*

*-Edward Tufte*

If you create a presentation slideshow to accompany a lesson, it is a shame if your students only get to see it in your classroom. iBooks Author makes it easy to drag and drop a Keynote presentation onto a book page and provide students with the opportunity to view it again as they master a concept.

### Interactive 1.3 An Introduction to iBooks Author



*Drag and Drop your classroom Keynote presentations into iBooks Author*



# iBook Tips & Tricks

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Now that you've created an interactive book, here are some tips and tricks for adding some finishing touches to your masterpiece.

# Learning Tools



## SECTION HIGHLIGHTS

1. Complete sections with a Review Activity
2. Add a Glossary/Study Cards to your book

*“Review your goals twice every day in order to be focused on achieving them.”*

*-Les Brown*

### Review Widget

In addition to providing information, an interactive book can include activities that prompt students to reflect upon their learning. The Review Widget provides teachers with the tools to create multiple-choice review questions. These review questions currently provide options for text-based questions and answers or can include images for students to reference or label in their answers.

### Glossary and Study Cards

One of the instructional strategies that research has demonstrated to have an

### Review 2.1 Pop Quiz

Question 1 of 3

**What punishment was allegedly assigned to employees at Abercrombie & Fitch?**

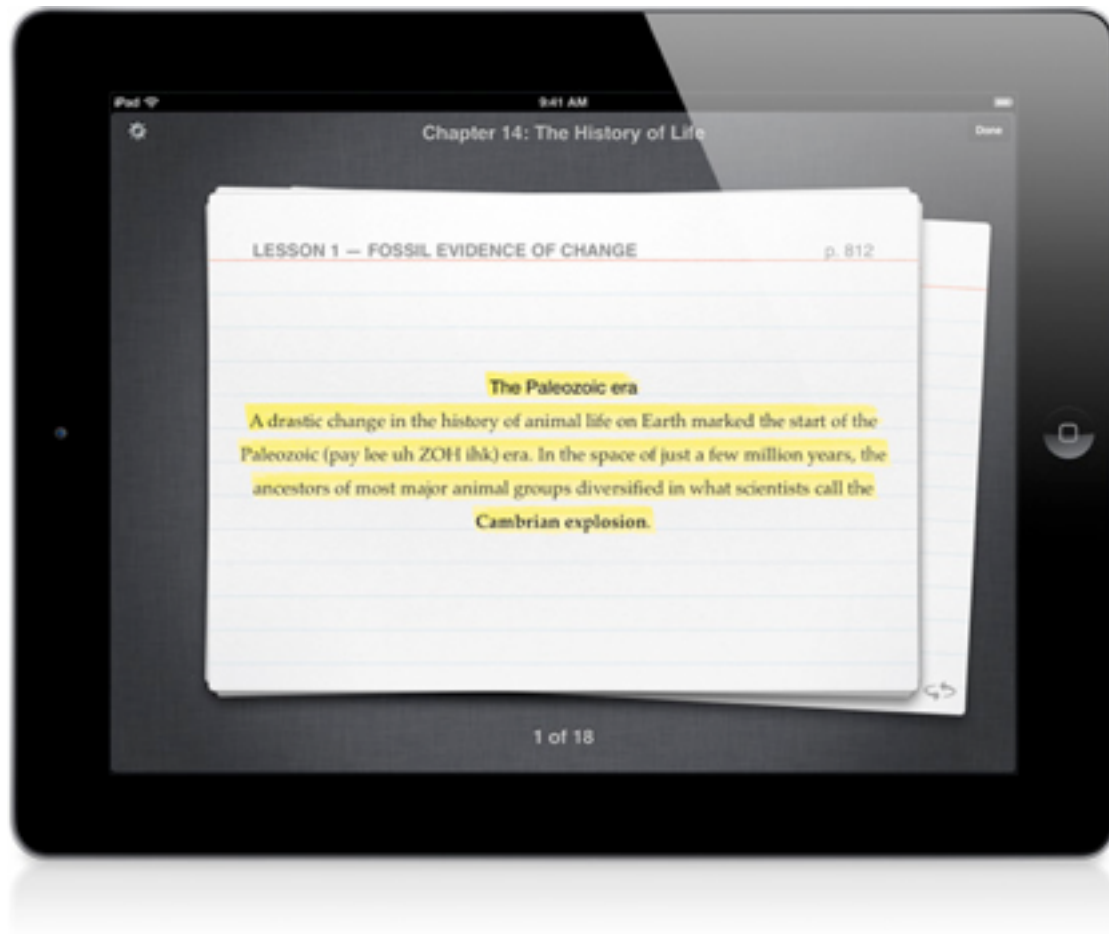
- ☐ **A.** Losing iPhone privileges
- ☐ **B.** Wearing other branded clothing
- ☒ **C.** Doing pushups



Check Answer







a page and click on the notepad icon on the menu that pops up at the top of the screen. If the students have highlighted a lot of information in a book, iBooks provides them with a search bar to filter through their highlighted information.

Students can also review their highlighted information as study cards by clicking on “Study Cards,” while reviewing their notes.

Teachers can help this process by creating a glossary as they develop an iBook. To add an item to the glossary, turn on the Glossary toolbar from the View menu. Then select a word from your text, this selected word can be added as a term to your iBooks glossary. Then click on the Glossary menu to add the definition for each term that you add.

impact on student achievement is summarizing and note taking. iBooks has made it easy for students to create notes as they read. Students just need to press and hold on a word while reading, then select “Note” from the resulting pop-up menu.

iBooks also automatically creates study cards with information that students highlight while reading. To use this study card feature of iBooks, students just need to press and hold on a word while reading, that will activate the highlighter. Then, students can just drag their finger to indicate where they want the highlighting to end. To review the highlighted information, students just tap on



# Sharing Your Book



### SECTION HIGHLIGHTS

1. Publishing Options
2. The iBooks Ecosystem
3. Using Preview

### *Publishing Options*

When you are using iBooks Author you have a few different ways to share your completed project. The mechanism you choose will largely depend upon three factors:

- Your target reader and their technology.
- If you would like your book to be available through the iBookstore.
- Whether or not you plan on charging a fee for your text.

You can choose to distribute your work as an .iBooks file, PDF, or text file. If all of your readers have an iPad then you will likely choose to publish your book as a .iBooks file. This type of file will provide the most interactivity in terms of audio, video, galleries, and interactive graphics. Realize though that it only works on the iPad with the iBooks app. The file cannot be opened by iPhones, iPod Touches, Android de-



vices, or even the computer on which it was created. If some of your readers will be using computers, e-readers, or different types of tablets then you might select a PDF file. When you publish your ebook as a PDF your reader will still have access to text, images, and hyperlinks. Unfortunately, any video or interactive graphics will only display as screen shots of those resources. To publish your book as a .iBooks or PDF file you simply need to look for Export under the File menu in iBooks Author.

From our own experience, we would suggest that you simultaneously publish your book as both file types and place them in a location (website, server, Dropbox folder, etc.) where your audience can choose the file type that will best work with their device.

So far we have made the assumption that you plan on distributing your book locally and that you will not be charging for your book. If you would like to charge a fee for your work or make it available for anyone to download through their iBooks app, then you really only have one publishing option - you must publish through the iBookstore. As of February 2012 the iBooks Author End User License Agreement has stated:

To publish via the iBookstore you first need to go through the process of [applying for an iTunes Connect account](#). After that has been established you will be able to publish your book and any supplemental updates through the Publish button located on the tool bar in iBooks Author. Additional information regarding pub-

lishing and distribution of texts created in iBooks Author can be found on the [iBooks Author FAQ page](#).

## The iBooks Author Ecosystem

At our first iBooks Author workshops we found ourselves using the following sentence:

*“Once you have created an iBook in iBooks Author you will need to use the iBooks app on your iPad to view the book.”*



Looking across the room at all of the blank stares it quickly became apparent that many people in the room were completely bewildered. One woman finally raised her hand and summarized the blank stares, “I think you just said iBooks three or four times

in the same sentence and now I'm completely lost. What are you talking about?" Once again we were reminded that our best teachers are often our students. Reflecting on that workshop, we developed the above graphic to explain the iBooks Author ecosystem.

In the iBooks Author ecosystem authors create their books on a computer and once those books are complete they are read on an iPad. iBooks Author only works on a computer and it must be an Apple computer running Lion (OSX 10.7) or Mountain Lion (OSX 10.8), which will be released in summer 2012. iBooks Author does not work on a Windows machine or an iPad.

As you are crafting digital texts in iBooks Author the types you will be creating files will have the extension .iba. These files can only be open and edited by iBooks Author. When you publish your books, more than likely you will export the text using the .iBooks format. These files can be read on an iPad in the iBooks app and take full advantage of all of the interactive tools available in iBooks Author. Since these files are optimized for an iPad, they cannot be opened on your computer.

### **Take Advantage of Preview**

While you are crafting your book in iBooks Author, make sure you have your iPad connected to your computer. From our experience, throughout the writing process it is important to regularly preview your book on your iPad by using the Preview button.



# Creating eBooks on Your iPad



### SECTION HIGHLIGHTS

1. Creative Book Builder
2. Book Creator

As you and your students use iBook Author to publish digital texts, it is only natural to wonder how you could possibly do the same thing on an iPad. Currently, there are two apps students and teachers can use to quickly create ebooks on their iPads - **Creative Book Builder** and **Book Creator**. Each of these applications create ePub files, which are universal files that can be read on many different tablet and mobile devices including iPads, iPod Touches, iPhones, and Android devices.

***Creative Book Builder - \$3.99/\$1.99 VPP***



Out of the two apps, **Creative Book Builder** might be the strongest. For just a few dollars digital writers can construct multi-chapter digital books that make use of text, images, audio, video, and weblinks. Once completed, these books are then read in iBooks and

### Movie 2.1 Creative Book Builder



*A short tutorial for using Creative Book Builder on the iPad.*

easily shared between devices. Creative Book Builder is a fantastic tool not only for English language arts, but for any content-area writing as well. For example in science, this app could easily be used to construct digital lab reports or as multimedia summaries of concepts. Creative Book Builder not only works on the



iPad, but also works on iPod Touches, iPhones, and Android devices.

***Book Creator - \$4.99/\$2.49 VPP***

**Book Creator** is very similar to Creative Book Builder. Using this app students can create ebooks that incorporate text, images, hyperlinks, and audio. Book Creator does not allow writers to add video, but keeps the writing process simple by only creating one chapter. From our experience, many elementary teachers prefer Book Creator because it is a bit more simple to use with younger students than Creative Book Builder.

# iBook Resources



### SECTION HIGHLIGHTS

1. Classroom-Friendly Multimedia Resources
2. **Additional iBook Resources**

### Classroom-Friendly Multimedia Resources

#### *Audio*

**Learn Out Loud** provides access to many famous speeches. In order to add downloaded files to an iBook, please remember to convert them to the correct format.

#### *Images*

**Pics4Learning** is a safe, free image library for education. Teachers and students can use the copyright-friendly photos and images for multimedia projects, web sites, videos, portfolios, or any other project in an educational setting.

#### *Video*

**TeacherTube** is a online community for sharing instructional videos.

#### *Widgets*

iBooks Author includes built-in widgets, such as photo galleries and review activities. The **Class Widgets website** provides additional web-enabled widgets, such as Google Maps and classroom polls, for your books. Please note that the use of these widgets requires Internet access when reading the book.



## Additional iBook Resources

Apple's [iBooks Author support page](#) provides official Apple support for the software, as well as a community forum where users discuss issues that they are experiencing during the iBooks authoring process.

Read Joe Wood's first iBooks Author Project, an iPad handbook for a district-level workshop about iPads in the classroom. [Click here](#) to download the book.